



Job Description

Post Title:	Behavioural Scientist
Directorate:	Policy, Strategy and Innovation – Transport for West Midlands
Reports to:	Future Transport Behaviour Change Lead
Direct Reports:	0
Salary Band:	SP34 – SP38

Key Relationships:

Priorities will be in partnership working to deliver transport behaviour change research, dissemination of findings and keeping up to date with latest findings in behaviour science.

- All levels within WMCA
- Local Authority Transport Leads
- Academic institutions
- West Midlands Innovation Community
- Consultancies and agencies
- Government Departments, particularly Department for Transport
- Funding Bodies UK and European
- Industry bodies such as ERTICO and ITS-UK
- Private sector partners

Role Purpose

Critical to delivering a sustainable future for transport is effective application of consumer behaviour change, whether preventing journeys, sharing journeys or re-modelling to alternatives. Although not a new field of study, successful large-scale initiatives are rare. Here at TfWM we want to change that and have set up a team under the name of the Influencing Transport Lab, to specifically looking at ways of collating intelligence around behaviour change in transport, trialling different methods and approaches.

The post holder will work to develop and share the evidence base on factors that influence transport behaviours and experiences. Using behavioural science to support the development of evidence and provision of expert advice on how best to realise a sustainable transport eco-system. This is a technical role that primarily includes designing and leading analytical intervention projects, undertaking qualitative and quantitative social research, monitoring and evaluation design, evidence synthesis, report writing, training and presentations.

The post holder will have an in depth understanding of research methodologies, behaviour change techniques / models and academic best practice, and understanding how this can be used in

transport applications in highlighting opportunities for improvement. In turn they will support the implementation of best practice into business as usual with our public and private sector partners.

Responsibilities:

- Develop and review the evidence base on the behavioural drivers of sustainable travel, modal shift, journey avoidance and demand reduction.
- Communication of the behavioural scientific evidence to support sustainable travel interventions, ensuring evidence-based advice to academic professionals, local, regional and national authorities, transport service providers and operators.
- Reviewing and/or undertaking public insight research to inform communication on modal shift, sustainable travel, and journey avoidance and to encourage behavioural change.
- Using behaviour science, models, techniques, and frameworks to develop research projects on transport behaviour change.
- Development of data collection plans for trials, including seeking innovative ways of collecting and accessing objective data on travel behaviour that inform on the effectiveness of behaviour interventions.
- Supporting delivery of testing of behaviour interventions as required collaborating with other TfWM departments / directorates and external partners.
- Development of robust monitoring and evaluation of trials, overseeing the collection of data of interventions from trials.
- Leading on quantitative and qualitative analysis and reporting of findings from behaviour interventions. Producing comprehensive trial reports that are accessible to a wide audience.
- Writing of, and contribution to, peer-reviewed publications related to the post holder's area of scientific work.
- Presenting findings of interventions and research to industry at events in person and online.
- Respond to requests from the TfWM and other national, local, and regional authority departments, for advice on the transport behaviour change.
- Ensuring all data / information generated within the work programme is stored in an appropriate manner ideally in an electronic form consistent with TfWM information management policies.
- The above is only an outline of the tasks, responsibilities and outcomes required of the role. The post holder may carry out any other duties as may reasonably be required.

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>	Assessment Method				
	E	D	App*	Int**	Other***
Qualifications/ Professional Memberships					
Relevant MSc, PhD or Doctorate qualification in behavioural or social science, ideally with a focus on environmental health – or equivalent experience		X	X		
A degree in behavioural science or a related discipline (related disciplines include psychology, cognitive science, sociology, economics, political science, social research, or another degree with a behavioural element), and/or significant relevant work experience	X		X		
Skills/Knowledge/Abilities	E	D	App	Int	Other
Strong understanding of behavioural insights theory and experience of applying it to address real-world problems	X			X	
Good understanding of behaviour change techniques and designing intervention trial methodologies	X			X	
Knowledge of evaluation methods and experience of using research methods to produce robust evidence reports	X			X	
Experience in sustainable travel, modal shift, journey reduction related research	X		X		
Experience of undertaking systematic reviews and meta-analysis	X		X		
Experience in social science initiatives and public communications		X	X		
Experience planning and managing projects and delivering to deadlines	X		X		
Experience of managing individuals or teams		X	X		
Experience of developing customer-focused products using visual design, prototyping, and/or interaction design		X	X		
Experience	E	D	App	Int	Other
Ability to critically assess technical papers on behaviour and transport and make judgements based on complex and uncertain information	X			X	X
Ability to undertake qualitative & quantitative research & analysis	X			X	X
Ability to communicate clearly and persuasively, both in writing and verbally	X		X		X
Writing papers and research proposals, disseminating insights with wide range of stakeholders	X		X		
Ability to effectively communicate Behavioural Insights concepts and results to a non-technical audience		X		X	
Understand the ethical considerations of applying behavioural insights	X			X	

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis